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JAPANESE PATENT OFFICE

PATENT ABSTRACTS OF JAPAN

(11)Publication number: 10269049

(43)Date of publication of application: 09.10.1998

(51)Int.Cl.

G06F 3/14
G06F 3/14
G06F 13/00
G06F 17/60
// G06T 15/00

(21)Application number: 09071275

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(22)Date of filing: 25.03.1997

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(54) REPRESENTATION METHOD IN SHOPPING MALL, AND INFORMATION PROCESSOR

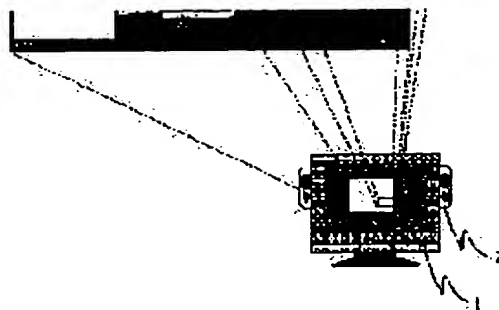
(57)Abstract:

PROBLEM TO BE SOLVED: To notify users in an easy-to-understand way of sales information, the rough scale and the prosperity state of each store, by changing the representation modes concerning the store displays according to the sales or the access frequency of each store.

SOLUTION: An internet browser window 3, a store information display window 4, etc., are shown on a display device 1. At the same time, the sounds are outputted



through a speaker 2. The window 3 includes a shopping mall display area 5, and the window 4 includes a store information display area 6. Then the information corresponding to a store 7 shown in the area 5 is displayed in the area 6. In this a system, the representation modes concerning the store displays are changed according to the sale or the access frequency of each store.



LEGAL STATUS

[Date of request for examination]

[Date of sending the examiner's decision of rejection]

[Kind of final disposal of application other than the examiner's decision of rejection or application converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

[Date of requesting appeal against examiner's decision of rejection]

[Date of extinction of right]

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